



**LA CROSSE**  
**POLICE DEPARTMENT**  
LEAD. PARTNER. PROTECT.

March 14, 2024

Honorable Police & Fire Commission:

**Police Department Personnel Report**

**Personnel**

We currently have ten vacant sworn positions.

**Hiring Process**

We recently launched our new recruitment videos that were created for us by Metre marketing agency. We have four videos total: one is 2 minutes and covers all aspects of our department, as well as the City as a whole; three are 30 seconds long and focus on the areas of “Lead”, “Partner”, and “Protect”. We utilized our “Lead” video in a targeted ad campaign through WXOW. We are hoping to see some great results from this effort.

**Succession Planning**

Our Sergeant interview process will be complete March 19.

Respectfully submitted,

Shawn P. Kudron  
Chief of Police